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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

**FORM 8-K**

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of Report (date of earliest event reported):  
**October 7, 2004**

**bebe stores, inc.**  
(Exact name of registrant as specified in its charter)

**California**  
(State or Jurisdiction of  
Incorporation or Organization)

**0-24395**  
(Commission File No.)

**94-2450490**  
(IRS Employer  
Identification Number)

**400 Valley Drive**  
**Brisbane, California 94005**  
(Address of principal executive offices)

Registrant's telephone number, including area code  
**(415) 715-3900**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 2.02 Results of Operations and Financial Condition**

The information in this Form 8-K and the Exhibit attached hereto shall not be deemed “filed” for purposes of Section 18 of the Securities Act of 1934, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing. On October 7, 2004, bebe stores, inc. issued a press release announcing its September 2004 sales and updating its first quarter guidance.

The press release relating to the September 2004 sales is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits**

(c) Exhibits

99.1. Press Release dated October 7, 2004.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Dated October 7, 2004

bebe stores, inc.

/s/ Walter Parks

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Walter Parks, Chief Financial Officer

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Contact: Walter Parks  
Chief Financial Officer  
bebe stores, inc.  
(415) 715-3900

**bebe stores, inc. Announces September 2004 Sales;  
Same Store Sales Increase 17.6%;  
Updates First Quarter Guidance**

BRISBANE, CALIF. – October 7, 2004 – bebe stores, inc. (Nasdaq: BEBE) today reported retail sales of \$40.0 million for the five-week period ended October 2, 2004, an increase of 25.8% compared to sales of \$31.8 million for the five-week period ended October 4, 2003.

Same store sales for the five-week period ended October 2, 2004 increased 17.6% compared to an increase of 7.1% for September 2003. For fiscal September 2005, same store sales were determined using a comparable period of 35 days.

Retail sales for the year-to-date period beginning July 1, 2004 and ending October 2, 2004 were \$102.3 million compared to \$85.2 million for the year-to-date period beginning July 3, 2003 and ending October 4, 2003, an increase of 20.1%. Same store sales for the year-to-date period beginning July 1, 2004 and ending October 2, 2004 increased 12.5% compared to an increase of 6.8% for the year-to-date period beginning July 1, 2003 and ending September 30, 2003.

Based on first quarter sales, we currently anticipate diluted earnings per share for the first quarter of fiscal 2005 to be in the range of \$0.24 to \$0.27 per share, an increase from previous guidance in the range of \$0.18 to \$0.21 per share, compared to \$0.15 per share for the first quarter of fiscal 2004.

bebe stores, inc. provides additional information on a recorded message. Interested parties are invited to listen to the message by calling 1-877-232-3757.

bebe stores, inc. will host a conference call on Thursday, October 21, 2004 at 9:30 A.M. Pacific Time to discuss first quarter results. Interested parties are invited to listen to the conference by calling (888) 241-2232. A replay of the call will be available for approximately one week by calling (800) 642-1687 and using the passcode "1298407". A link to the audio replay will be available on our web site at [www.bebe.com](http://www.bebe.com) following the conference call.

bebe stores, inc. designs, develops and produces a distinctive line of contemporary women's apparel and accessories, which it markets under the bebe, BEBE SPORT and bebe O brand names. bebe currently operates 202 stores, of which 176 are bebe stores and 26 are BEBE SPORT stores. These stores are located in the United States and Canada. In addition, we have an online store at [www.bebe.com](http://www.bebe.com).

The statements in this news release and on our recorded message, other than the historical financial information, contain forward-looking statements that involve risks and uncertainties that could cause actual results to differ from anticipated results. Wherever used, the words "expect," "plan," "anticipate," "believe" and similar expressions identify forward-looking statements. Any such forward-looking statements are subject to risks and uncertainties and the company's future results of operations could differ materially from historical results or current expectations. Some of these risks include, without limitation, miscalculation of the demand for our products, effective management of our growth, decline in comparable store sales performance, ongoing competitive pressures in the apparel industry, changes in the level of consumer spending or preferences in apparel, and/or other factors that may be described in the company's annual report on Form 10-K and/or other filings with the Securities and Exchange Commission. Future economic and industry trends that could potentially impact revenues and profitability are difficult to predict.

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